

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN

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100 ALBANY STREET NEW BRUNSWICK NJ 08901

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403889	10-26-2012		0	MENENDEZ FOR SENATE, INC	BOB MENENDEZ FOR US SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est	t#	CMS#	Sales Office	Account Executive	Start Date	End D		Billing						Pa	ackage	Contract Titl	е	
		247434	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-05-20	012	M (Broad	dcas	st Mo	nth,	Cycle	e 1)		N	247434		
Line Start Date	End Date	Time Period	De	scription			RC	Duration	М	Т	W ⁻	ΓF	S	S	SPW	Price	Tot Spots	Total \$
1 10-30-2012	11-02-2012	05:00AM - 06:	00AM MC	RNING NEWS 5A MO-FF	R (6948)		9	30		X	X Z	х х			4	650	4	2,600.00
2 11-05-2012	11-05-2012	05:00AM - 06:	00AM MC	PRNING NEWS 5A MO-FF	R (6948)		9	30	х						1	650	1	650.00
3 10-30-2012	11-02-2012	06:00AM - 07:	00AM MC	PRNING NEWS 6A MO-FF	R (6949)		9	30		X	X Z	х х			6	1,500	6	9,000.00
4 11-05-2012	11-05-2012	06:00AM - 07:	00AM MC	PRNING NEWS 6A MO-FF	R (6949)		9	30	x						1	1,500	1	1,500.00
5 10-30-2012	11-02-2012	07:00AM - 09:	00AM MC	PRNING NEWS GMA 7A	MO-FR (6910)		9	30		X	X Z	х х			6	1,500	6	9,000.00
6 11-05-2012	11-05-2012	07:00AM - 09:	00AM MC	PRNING NEWS GMA 7A	MO-FR (6910)		9	30	x						1	1,500	1	1,500.00
7 11-03-2012	11-03-2012	06:00AM - 08:	00AM WE	EKEND NEWS 6-8A SA	(6997)		9	30					X		1	500	1	500.00
8 11-03-2012	11-03-2012	08:00AM - 09:	00AM WE	EKEND NWS GMA SA (7	7098)		8	30					X		1	1,400	1	1,400.00
9 11-04-2012	11-04-2012	07:00AM - 08:	00AM WE	EKEND NWS 7-8A SU (7	(056)		8	30						X	1	600	1	600.00
10 11-04-2012	11-04-2012	08:00AM - 09:	00AM WE	EKEND NWS GMA SU (7	7099)		8	30						X	1	1,400	1	1,400.00
11 11-04-2012	11-04-2012	09:00AM - 10:	00AM WE	EKEND NWS 9-1030A S	U (7057)		8	30						X	1	650	1	650.00
12 11-04-2012	11-04-2012	10:30AM - 11:	30AM WE	EKEND NWS 1030-1130A	SU THIS WEI	EK (705	9	30						X	1	4,000	1	4,000.00
13 11-04-2012	11-04-2012	10:00AM - 10:	30AM WE	EKEND NEWS 6A-1P SU	J (7054)		9	30						X	1	500	1	500.00
14 11-04-2012	11-04-2012	12:00PM - 01:	00PM WE	EKEND NWS 12-1P SU (7060)		9	30						X	1	500	1	500.00
15 11-04-2012	11-04-2012	06:00AM - 07:	00AM WE	EKEND NWS 6-7A SU (7	(055)		9	30						X	1	400	1	400.00



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Contract No Contract Dt 403889 Contract Dt 10-26-2012 Revision Dt 0 MENENDEZ FOR SENATE, INC BOB MENENDEZ FOR US SENATE POLITICALS Station/Market WPVI - PHILADELPHIA

Agen	ncy Est#	ŧ	CMS #	Sales Office	Account Executive	Start Date	End D		Billing						Pa	_	Contract Title	•	
			247434	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-05-2		M (Broa							N	247434		
Line Start	Date	End Date	Time Period	De	escription			RC	Duration	М	Т	W	T F	S	S	SPW	Price	Tot Spots	Total \$
16 11-04-	2012	11-04-2012	12:00PM - 01:	:00PM WI	EEKEND NWS 12-1P SU (7060)		9	30						X	1	500	1	500.00
17 10-30-	2012	11-02-2012	09:00AM - 10:	:00AM DA	AYTIME 9-10A WEEKKDA	Y (6912)		7	30		Х	Х	x >	(4	1,600	4	6,400.00
						(/											,		,
18 11-05-	2012	11-05-2012	09:00AM - 10:	.00AM D/	AYTIME 9-10A WEEKKDA	V (6012)		7	30	x						1	1,600	1	1,600.00
10 11-03-	2012	11-03-2012	09.00AW - 10.	.OUAIVI DA	CITIME 9-10A WEEKRDA	1 (0312)		'	30	^							1,000	'	1,000.00
40 40 00	0040	44 00 0040	44 00 4 14 40	00014	VTIME 444 400 MO ED (004.4)		_			v	v		,			4 400		4 400 00
19 10-30-	2012	11-02-2012	11:00AM - 12:	:00PM DA	AYTIME 11A-12P MO-FR (6914)		9	30	1	X	X	X >	(1	1,100	1	1,100.00
20 10-30-	2012	11-02-2012	12:00PM - 12:	:30PM DA	AYTIME NOON NEWS WE	EKDAY (6950)		8	30		X	X	X >	(4	1,700	4	6,800.00
21 11-05-	2012	11-05-2012	12:00PM - 12:	:30PM DA	AYTIME NOON NEWS WE	EKDAY (6950)		8	30	Х						1	1,700	1	1,700.00
22 10-30-	2012	11-02-2012	04:00PM - 05:	:00PM EA	ARLY NEWS 4P MO-FR (7)	239)		9	30		Х	Χ	x >	(6	800	6	4,800.00
					·	•													,
23 11-05-	2012	11-05-2012	04:00PM - 05:	.00PM FA	ARLY NEWS 4P MO-FR (72	239)		9	30	X						1	800	1	800.00
										* `								-	333.33
24 10 20	2012	11-02-2012	05:00PM - 06:	.00DM = 5	ARLY NEWS 5P MO-FR (6	:000)		9	30		v	v	x >	,		6	2,200	6	13,200.00
24 10-30-	2012	11-02-2012	05.00FW - 06.	.UUPIVI EF	ARLT NEWS SF WO-FR (1900)		9	30		^	^	^ /	`			2,200	0	13,200.00
																_			
25 11-05-	2012	11-05-2012	05:00PM - 06:	:00PM EA	ARLY NEWS 5P MO-FR (6	i988)		9	30	X						1	2,200	1	2,200.00
26 10-30-	2012	11-02-2012	06:00PM - 06:	:30PM EA	ARLY NEWS 6P MO-FR (69	989)		8	30		X	X	X >	(4	3,400	4	13,600.00
27 11-05-	2012	11-05-2012	06:00PM - 06:	:30PM EA	ARLY NEWS 6P MO-FR (69	989)		8	30	Х						1	3,400	1	3,400.00
28 11-03-	2012	11-04-2012	06:00PM - 07:	:30PM WI	EEKEND NEWS SA-SU 6-	730P (6990)		9	30					Х	Х	1	1,200	1	1.200.00
	- -			••••		()										•	.,_00	•	.,
20 10 20	2012	11-02-2012	11:00PM - 11:	.25DM ! A	TE NEWS MO-SU (6969)			9	30		v	v	x >	,		4	3,200	4	12,800.00
29 10-30-	2012	11-02-2012	11.00FW-11:	JJFIVI LA	(1 E 14 E 84 9 INIO-30 (0909)			9	30		^	^	^ /	`		4	3,200	4	12,000.00
		44.05.00	44 00555		TE LIEU					٠,						.		_	
30 11-05-	2012	11-05-2012	11:00PM - 11:	:35PM LA	TE NEWS MO-SU (6969)			9	30	Х						1	3,200	1	3,200.00



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	ontract N 403889		tract Dt 6-2012	Revision [Ot Rev#	Advertiser MENENDEZ	FOR SEN	ATE, INC	Brand BOB I	I MENENDI	EZ FOR I	US SE	NATE					ct Co ICAL				1 -	tation/Mar /PVI - PHI	ket LADELPHIA
	Ag	ency Est	#	C	MS#	Sales Office	Aco	count Executive	St	art Date	End D	Date	Billing						F	Package	Contrac	ct Title	Э	
				24	7434	PHILADELPH	HIA A.	CLIFFORD	10-	30-2012	11-05-2	2012	M (Bro	adca	st M	onth,	Сус	le 1)		N	247434			
Li	ne Stai	rt Date	End Date	Time	Period		Descripti	ion				RC	Duratio	n M	Т	W	Т	F S	s s	SPW	F	Price	Tot Spots	Total
;	31 11-0	5-2012	11-05-20 ⁻	12 10:00	PM - 11:	:00PM	PRIME	MO10 (7010)				9	3	0 X						1	6	,500	1	6,500.0
;	32 11-0	5-2012	11-05-20 ²	12 08:00	PM - 10:	00PM	PRIME	MO8 (7008)				9	3	0 X						1	10	,000	1	10,000.0
;	33 10-3	0-2012	11-02-20 ⁻	12 07:00	PM - 08:	00PM	ACCESS	S WEEKDAY (6991)				8	3	0	X	Х	X :	Χ		3	3	,600	3	10,800.0
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																				2 1 1		T - 1 - 1		101 000
																			(ontracti	ed Gross	rotai	: 70	134,800.0
																				A of the	al Gross	Total	. 70	134,800.0
																					y Commi			20,220.0
																				3		Total		114,580.0
N	onth/Y	R		Pr	eempte	d	Ма	de Good	C	Contract 1	Γotal			Adju	stme	ents								Actual Tota
N	ov 12				0.00			0.00		134,80	0.00				(0.00								134,800.0
	TOTAL		-		0.00)		0.00		134,80	0.00	_			(0.00								134,800.0